

Press Release

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Award honours the best of this year's enhanced and newly developed products in the children's outfitting sector



## Kind + Jugend Innovation Award 2006 to honour outstanding achievement

Kind + Jugend  
15<sup>th</sup> to 17<sup>th</sup> September  
2006

International Baby to Teenager  
Fair Cologne

[www.kindundjugend.com](http://www.kindundjugend.com)

This morning, the year's best newly developed and enhanced products were honoured at Kind + Jugend 2006, the world's largest trade fair for the children's outfitting sector. Five companies were named winners of the Kind + Jugend Innovation Award during the fair's official opening ceremony at the Innovation Area. The ceremony was attended by exhibitors, trade visitors and journalists. The jury, which selected the winners during the run-up to the fair, was made up of representatives from international trade magazines covering the baby and infant's outfitting sector, trade representatives, and health and safety experts. The decisive criteria for selecting the winners were the products' design, safety, user-friendliness, degree of innovation, and quality of workmanship, with the greatest emphasis being given to innovation and safety.

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In the category World of Mobile Baby – Prams, buggies and accessories, the winner was the "ENGLACHA" pram from the company Prokids International. The jury selected this product on the basis of the ingenious and practical design of the pram's top. Just a few twists of the wrist is all that's needed to turn the seat — child and all — in four different directions. This

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allows the child to sit facing the rear of the pram and thus see its parents, or to face forward and enjoy a view of the surrounding. The seat can also be positioned at an angle to the direction of travel.

With its many innovative elements, the child safety seat "CYBEX ZERONE" from CYBEX Industrial Ltd. was named the winner in the category World of Baby Safety – Safety seats and accessories. In terms of safety considerations, the jury was impressed by the revolving seat, which makes it possible to secure children up to four years of age so that they are facing away from the direction of travel. This feature provides protection against severe injury in the event of a frontal impact. What's more, additional belts and support stands aren't needed, which reduces the risk of improper use. In addition, the jury honoured the product's combination of excellent design and technical innovation, as well as its ease of use. And the safety seat offers a big advantage: It can be turned in the direction of the vehicle door, which makes it much easier for parents' to place the child in the seat and to secure the safety belts.

And in the category World of Baby Furniture & Textiles – Children's furniture, textile outfittings and accessories, the award-winner was the Fresco Bloom™ high chair from the company Bloom™ – an iLinko Group Brand. The jury honoured the product for its futuristic design, pneumatic height adjustment — a new technology in children's high chairs — and its 360 degree swivel feature. The company's use of a wide variety of materials and design elements gives the high chair its "very attractive look", explained the jury members. The high chair also offers a long service life: It can be adjusted for use as a recliner for infants more than three months old, then as a high

chair, and finally it can be adjusted for use by children through their pre-school years.

In the category World of Baby Care – Hygiene products, electrical appliances and accessories, the company Nürnberg Gummi GmbH & Co. KG was presented the Innovation Award for its product “Cool Twister”. This product, which ensures that baby food is served at precisely the right temperature, was praised by the jury as a “boon for all parents”. In a matter of seconds, bottles or jars that are too hot can be cooled to exactly the right temperature, so cooling the food containers under running water is a thing of the past. This means that, in addition to its ease of use, the product saves time, soothes parents’ frayed nerves and conserves resources, said the jury members in explaining their selection.

In the fifth category World of Baby Toys – Toys for babies and toddlers, the award went to the company Maitz Products KEG for its product “MöÖB”. The jury honoured the modular mobility unit as a multifunctional and educational toy made of high-quality materials and boasting an attractive design. “MöÖB” can be configured to form many different vehicle types, including a car, motorcycle, motor scooter, or slat-sided wagon. The wide variety of modular forms inspires the children, enrich their imaginations and foster their motor skills.

The Kind + Jugend Innovation Award was presented for the second time this year. Eligible for the awards were all newly developed and enhanced products that were presented at Kind + Jugend 2005 or are being presented at Kind + Jugend 2006 and are unlike products already available on the market in terms

of form, appearance, material properties, use and/or technology. All such products also had to be fully developed and on display at Kind + Jugend.

Further information on Kind + Jugend, and on the range of services available,  
can be found at: [www.kindundjugend.de](http://www.kindundjugend.de)

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